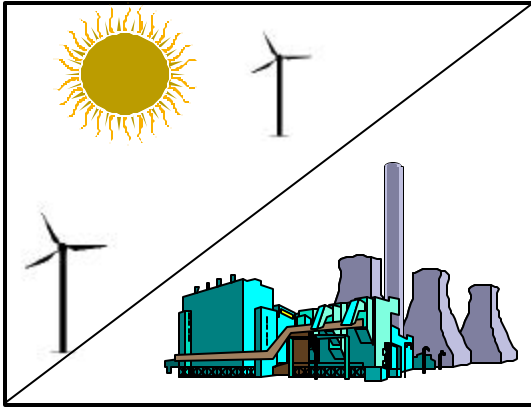


Electricity

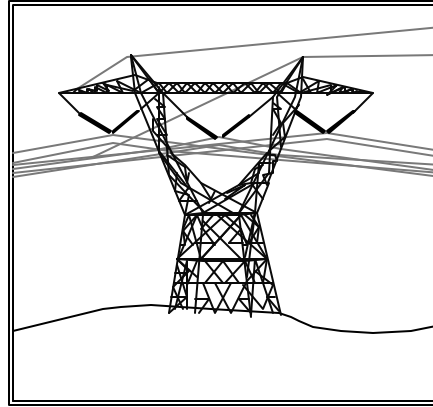
Generation



Electricity is produced in power plants, using renewable (solar, etc.) or conventional (coal, etc.) fuels.

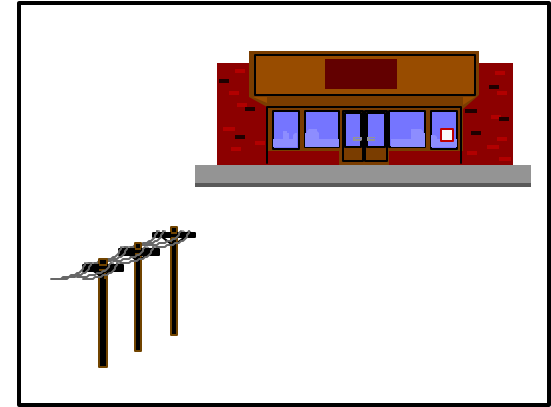
Many consumers can now choose their generation provider.*

Transmission



Electricity is sent over high-voltage power lines.

Distribution



Electricity travels through local areas to your business over low-voltage power lines.

Current utility companies will continue to own and maintain power lines.

*Customers choosing a competitive provider for generation may also obtain metering and billing services from a competitive provider.